

ABSTRACT OF THE DISCLOSURE

[00184] An online, fully integrated promotion program is disclosed having a promotion program tool in which a program participant acquires a quantity of promotion program points, reviews an upcoming real world event, reviews a select set of possible outcomes for the event, and selects one of the possible outcomes as a prediction entry. The participant also associates the quantity of points with the selected prediction entry. The selected prediction entry can be classified as a winning prediction entry if the outcome of the real world event corresponds thereto. If the prediction entry is a winning prediction entry, the promotion program administrator distributes a reward to the program participant for making a winning prediction entry during participation in said promotion program. Additional promotion program tools can be included within the promotion program.